

IN THE CLAIMS:

Please amend the claims as follows (all pending claims are presented whether or not amended):

sub B2
2 1. (Unchanged) A method for electronically managing consumer
3 preferences, said method comprising the steps of:

4 transmitting consumer preferences for a particular user from a portable
5 data processing system associated with said particular user in a transmittable
6 data format to a plurality of independent server systems each associated with
7 a particular consumer provider from among a plurality of consumer providers;
8 and

9 receiving designated offerings of services and products in accordance
10 with said consumer preferences from said plurality of independent server
11 systems at said portable data processing system in said transmittable data
12 format.

1 2. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said method further comprising the step of:

3 filtering output of said designated offerings of services and products at
4 an output interface associated with said portable data processing system
5 according to user output filtering preferences, such that said particular user
6 receives a filtered selection of said electronically provided services and
7 products via an output interface associated with said portable data processing
8 system.

1 3. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said step of transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising the steps of:

6 detecting the location of said portable data processing system with a
7 global positioning system associated with said portable data processing
8 system; and

9 transmitting said location of said portable data processing system in
10 said transmittable data format to said plurality of independent server systems.

1 4. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said step of transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising the step of:

6 transmitting a user profile with said consumer preferences for a
7 particular user from said portable data processing system in said
8 transmittable data format to a particular server system from among said
9 plurality of independent server systems.

1 5. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said step of transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising the step of:

6 filtering transmission of said consumer preferences according to
7 transmission preferences designated by said particular user at said portable
8 data processing system.

1 6. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said step of transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising the step of:

6 converting said consumer preferences designated for a particular user
7 into said transmittable data format.

1 7. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 6, said step of converting consumer
3 preferences further comprising the step of:

4 converting said consumer preferences into an extensible mark-up
5 language data format.

1 8. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said method further comprising the step of:

3 analyzing said designated offerings of services and products received
4 from each of said plurality of independent server systems at said portable
5 data processing system.

1 9. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 8, said step of analyzing said designated
3 offerings of services and products further comprising the steps of:

4 analyzing said designated offerings of services and products according
5 to travel time to said venues for said consumer providers in view of
6 scheduling constraints for said particular user; and

7 recommending a selection of said venues with travel times that are
8 acceptable in view of said scheduling constraints for said particular user.

1 10. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 8, said step of analyzing said designated
3 offerings of services and products further comprising the steps of:

4 analyzing said designated offerings of services and products according
5 to price and budget constraints for said particular user; and

6 outputting a recommended selection of said designated products and
7 services that are acceptable in view of said budgetary constraints to an output
8 interface controlled by said portable data processing system.

1 11. (Unchanged) The method for electronically managing consumer
2 preferences according to claim 1, said method further comprising the step of:

3 in response to a user selection from among said designated products
4 and services, transmitting said user selection and payment authorization from
5 said portable data processing system to a particular server system from
6 among said plurality of independent server systems that provides said
7 selection from among said designated offerings of services and products.

1 12. (Unchanged) A system for electronically managing consumer
2 preferences, said system comprising:

3
4 means for transmitting consumer preferences for a particular user from
5 a portable data processing system associated with said particular user in a
6 transmittable data format to a plurality of independent server systems each
7 associated with a particular consumer provider from among a plurality of
8 consumer providers; and

9 means for receiving designated offerings of services and products in
10 accordance with said consumer preferences from said plurality of
11 independent server systems at said portable data processing system in said
12 transmittable data format.

1 13. **(AMENDED)** The system for electronically managing consumer
2 preferences according to claim 12 [1], said system further comprising:

3 means for filtering output of said designated offerings of services and
4 products at an output interface associated with said portable data processing
5 system according to user output filtering preferences, such that said particular
6 user receives a filtered selection of said electronically provided services and
7 products via an output interface associated with said portable data processing
8 system.

1 14. **(AMENDED)** The system for electronically managing consumer
2 preferences according to claim 12 [1], said means for transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising:

6 means for detecting the location of said portable data processing
7 system with a global positioning system associated with said portable data
8 processing system; and

9 means for transmitting said location of said portable data processing
10 system in said transmittable data format to said plurality of independent
11 server systems.

1 15. **(AMENDED)** The system for electronically managing consumer
2 preferences according to claim 12 [1], said means for transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising:

6 means for transmitting a user profile with said consumer preferences
7 for a particular user from said portable data processing system in said
8 transmittable data format to a particular server system from among said
9 plurality of independent server systems.

1 16. **(AMENDED)** The system for electronically managing consumer
2 preferences according to claim 12 [1], said means for transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising:

6 means for filtering transmission of said consumer preferences
7 according to transmission preferences designated by said particular user at
8 said portable data processing system.

1 17. (AMENDED) The system for electronically managing consumer
2 preferences according to claim 12 [1], said means for transmitting consumer
3 preferences for a particular user from a portable data processing system
4 associated with said particular user in a transmittable data format to a plurality
5 of independent server systems, further comprising:

6 means for converting said consumer preferences designated for a
7 particular user into said transmittable data format.

1 18. (Unchanged) The system for electronically managing consumer
2 preferences according to claim 17, said means for converting consumer
3 preferences further comprising

4 means for converting said consumer preferences into an extensible
5 mark-up language data format.

1 19. (AMENDED) The system for electronically managing consumer
2 preferences according to claim 12 [1], said system further comprising:

3 means for analyzing said designated offerings of services and products
4 received from each of said plurality of independent server systems at said
5 portable data processing system.

1 20. (Unchanged) The system for electronically managing consumer
2 preferences according to claim 19, said means for analyzing said designated
3 offerings of services and products further comprising:

4 means for analyzing said designated offerings of services and products
5 according to travel time to said venues for said consumer providers in view of
6 scheduling constraints for said particular user; and

7 means for recommending a selection of said venues with travel times
8 that are acceptable in view of said scheduling constraints for said particular
9 user.

1 21. (Unchanged) The system for electronically managing consumer
2 preferences according to claim 19, said means for analyzing said designated
3 offerings of services and products further comprising:

4 means for analyzing said designated offerings of services and products
5 according to price and budget constraints for said particular user; and

6 means for outputting a recommended selection of said designated
7 products and services that are acceptable in view of said budgetary
8 constraints to an output interface controlled by said portable data processing
9 system.

1 22. **(AMENDED)** The system for electronically managing consumer
2 preferences according to claim 12 [1], said system further comprising:

3 means for transmitting said user selection and payment authorization
4 from said portable data processing system to a particular server system from
5 among said plurality of independent server systems that provides said
6 selection from among said designated offerings of services and products, in
7 response to a user selection from among said designated products and
8 services.

1 23. (Unchanged) A program for electronically managing consumer
2 preferences, residing on a computer usable medium having computer
3 readable program code means, said program comprising:

4
5 means for transmitting consumer preferences for a particular user from
6 a portable data processing system associated with said particular user in a
7 transmittable data format to a plurality of independent server systems each
8 associated with a particular consumer provider from among a plurality of
9 consumer providers; and

10 means for receiving designated offerings of services and products in
11 accordance with said consumer preferences from said plurality of
12 independent server systems at said portable data processing system in said
13 transmittable data format.

1 24. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for filtering output of said designated offerings of services and
4 products at an output interface associated with said portable data processing
5 system according to user output filtering preferences, such that said particular
6 user receives a filtered selection of said electronically provided services and
7 products via an output interface associated with said portable data processing
8 system.

1 25. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for detecting the location of said portable data processing
4 system with a global positioning system associated with said portable data
5 processing system; and

6 means for transmitting said location of said portable data processing
7 system in said transmittable data format to said plurality of independent
8 server systems.

1 26. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for transmitting a user profile with said consumer preferences
4 for a particular user from said portable data processing system in said
5 transmittable data format to a particular server system from among said
6 plurality of independent server systems.

1 27. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for filtering transmission of said consumer preferences
4 according to transmission preferences designated by said particular user at
5 said portable data processing system.

1 28. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for converting said consumer preferences designated for a
4 particular user into said transmittable data format.

1 29. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 28, said program further comprising:

3 means for converting said consumer preferences into an extensible
4 mark-up language data format.

1 30. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for analyzing said designated offerings of services and products
4 received from each of said plurality of independent server systems at said
5 portable data processing system.

1 31. **(AMENDED)** The program for electronically managing consumer
2 preferences according to claim 23 [31], said program further comprising:

3 means for analyzing said designated offerings of services and products
4 according to travel time to said venues for said consumer providers in view of
5 scheduling constraints for said particular user; and

6 means for recommending a selection of said venues with travel times
7 that are acceptable in view of said scheduling constraints for said particular
8 user.

1 32. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 31, said program further comprising:

3 means for analyzing said designated offerings of services and products
4 according to price and budget constraints for said particular user; and

5 means for outputting a recommended selection of said designated
6 products and services that are acceptable in view of said budgetary
7 constraints to an output interface controlled by said portable data processing
8 system.

1 33. (Unchanged) The program for electronically managing consumer
2 preferences according to claim 23, said program further comprising:

3 means for transmitting said user selection and payment authorization
4 from said portable data processing system to a particular server system from
5 among said plurality of independent server systems that provides said
6 selection from among said designated offerings of services and products, in
7 response to a user selection from among said designated products and
8 services.

1 34. (Unchanged) A method for managing offerings by consumer providers,
2 said method comprising the step of:

3 receiving consumer preferences for a particular user from a portable
4 computer system in a particular transmittable data format at a particular
5 server system from among a plurality of independent server systems, wherein
6 each of said plurality of independent server systems respectively comprises a
7 database of services and products provided by a particular consumer provider
8 from among said plurality of consumer providers;

9 designating an offering of services and products for said particular user
10 at said particular server system, in response to comparison of said consumer
11 preferences with said database of services and products at said particular
12 server system; and

13 transmitting said designated offering to said portable computer system
14 in said particular transmittable data format.

1 35. (Unchanged) The method for managing offerings by consumer
2 providers according to claim 34, said step of transmitting said designated
3 offering to said portable computer system in said particular transmittable data
4 format further comprising the step of:

5 converting said designated services and products into an extensible
6 mark-up language data format.

1 36. (Unchanged) The method for managing offerings by consumer
2 providers according to claim 34, said method further comprising the steps of:

3 determining a selection of electronic advertising associated with said
4 designated products and services from among a plurality of electronic
5 advertisements accessible at said particular server system;

6 controlling output of said selection of electronic advertising from said
7 particular server system to a plurality of diverse output interfaces.

1 37. (Unchanged) The method for managing offerings by consumer
2 providers according to claim 36, said method further comprising the step of:

3 adjusting a selection of output interfaces which receive a particular
4 electronic advertisement according to the detected location of said portable
5 data processing system associated with said particular user.

1 38. (Unchanged) The method for managing offerings by consumer
2 providers according to claim 34, said method further comprising the steps of:

3 determining a selection of service recommendations for staff members
4 of a particular consumer provider associated with said designated products
5 and services selected for said particular user at said particular server system;
6 and

7 controlling output of said selection of service recommendations from
8 said particular server system to a plurality of diverse output interfaces that are
9 accessible to said staff members.

1 39. (Unchanged) A system for managing offerings by consumer providers,
2 said system comprising:

3 means for receiving consumer preferences for a particular user from a
4 portable computer system in a particular transmittable data format at a
5 particular server system from among a plurality of independent server
6 systems, wherein each of said plurality of independent server systems
7 respectively comprises a database of services and products provided by a
8 particular consumer provider from among said plurality of consumer
9 providers;

10 means for designating an offering of services and products for said
11 particular user at said particular server system, in response to comparison of
12 said consumer preferences with said database of services and products at
13 said particular server system; and

14 means for transmitting said designated offering to said portable
15 computer system in said particular transmittable data format.

1 40. (Unchanged) The system for managing offerings by consumer
2 providers according to claim 39, said means for transmitting said designated
3 offering to said portable computer system in said particular transmittable data
4 format further comprising:

5 means for converting said designated services and products into an
6 extensible mark-up language data format.

1 41. (Unchanged) The system for managing offerings by consumer
2 providers according to claim 39, said system further comprising:

3 means for determining a selection of electronic advertising associated
4 with said designated products and services from among a plurality of
5 electronic advertisements accessible at said particular server system;

6 means for controlling output of said selection of electronic advertising
7 from said particular server system to a plurality of diverse output interfaces.

1 42. (Unchanged) The system for managing offerings by consumer
2 providers according to claim 41, said system further comprising:

3 means for adjusting a selection of output interfaces which receive a
4 particular electronic advertisement according to the detected location of said
5 portable data processing system associated with said particular user.

1 43. (Unchanged) The system for managing offerings by consumer
2 providers according to claim 39, said system further comprising:

3 means for determining a selection of service recommendations for staff
4 members of a particular consumer provider associated with said designated
5 products and services selected for said particular user at said particular
6 server system; and

7 means for controlling output of said selection of service
8 recommendations from said particular server system to a plurality of diverse
9 output interfaces that are accessible to said staff members.

1 44. (Unchanged) A program for managing offerings by consumer
2 providers, residing on a computer usable medium having computer readable
3 program code means, said program comprising:

4 means for receiving consumer preferences for a particular user from a
5 portable computer system in a particular transmittable data format at a
6 particular server system from among a plurality of independent server
7 systems, wherein each of said plurality of independent server systems
8 respectively comprises a database of services and products provided by a
9 particular consumer provider from among said plurality of consumer
10 providers;

11 means for designating an offering of services and products for said
12 particular user at said particular server system, in response to comparison of
13 said consumer preferences with said database of services and products at
14 said particular server system; and

15 means for transmitting said designated offering to said portable
16 computer system in said particular transmittable data format.

1 45. (Unchanged) A method for automatically electronically registering/a user
2 with a plurality of consumer providers, said method comprising the steps of:

3 receiving at each of a plurality of server systems a user profile
4 comprising a plurality of profile elements transmitted in a particular
5 transmittable data format for a particular user from a portable computer
6 system, wherein each of said plurality of server systems is respectively
7 associated with one of a plurality of consumer providers;

8 inserting each of said plurality of profile elements respectively into a
9 specified plurality of electronic registration elements required for electronic
10 registration at a particular server system from among said plurality of server
11 systems; and

12 transmitting a registration indicator for said particular user from said
13 particular server system to said portable computer system in said particular
14 transmittable data format, such that said particular user is automatically
15 registered with said plurality of consumer providers by transmitting said single
16 user profile to said plurality of server systems.

1 46. (Unchanged) The method for automatically electronically registering a
2 user according to claim 45, said method further comprising the step of:

3 storing said electronic registration in association with said particular
4 registration indicator at said particular server system.

1 47. (Unchanged) The method for automatically electronically registering a
2 user according to claim 46, said method further comprising the step of:

3
4 in response to receiving said registration indicator at said particular
5 server system, retrieving said electronic registration for said particular user.

1 48. (Unchanged) The method for automatically electronically registering a
2 user according to claim 45, said method further comprising the steps of:

3 automatically filtering a plurality of products and services offered by
4 said particular consumer provider according to said user profile for said
5 particular user; and

6 transmitting a specified offering from among said plurality of products
7 and services to said portable computer system for said particular user.

1 49. (Unchanged) The method for automatically electronically registering a
2 user according to claim 45, said step of receiving at each of a plurality of
3 server systems a user profile comprising a plurality of profile elements
4 transmitted in a particular transmittable data format for a particular user from
5 a portable computer system, further comprising the step of:

6 receiving said user profile in an extensible mark-up language data
7 format.

1 50. (Unchanged) The method for automatically electronically registering a
2 user according to claim 45, said step of transmitting a registration indicator for
3 said particular user from said particular server system to said portable
4 computer system in said particular transmittable data format, further
5 comprising the step of:

6 transmitting a registration cookie from said particular server system to
7 said particular portable computer system.

1 51. (Unchanged) A system for automatically electronically registering a
2 user with a plurality of consumer providers, said system comprising:

3 means for receiving at each of a plurality of server systems a user
4 profile comprising a plurality of profile elements transmitted in a particular
5 transmittable data format for a particular user from a portable computer
6 system, wherein each of said plurality of server systems is respectively
7 associated with one of a plurality of consumer providers;

8 means for inserting each of said plurality of profile elements
9 respectively into a specified plurality of electronic registration elements
10 required for electronic registration at a particular server system from among
11 said plurality of server systems; and

12 means for transmitting a registration indicator for said particular user
13 from said particular server system to said portable computer system in said
14 particular transmittable data format, such that said particular user is
15 automatically registered with said plurality of consumer providers by
16 transmitting said single user profile to said plurality of server systems.

1 52. (Unchanged) The system for automatically electronically registering a
2 user according to claim 51, said system further comprising:

3 means for storing said electronic registration in association with said
4 particular registration indicator at said particular server system.

1 53. (Unchanged) The system for automatically electronically registering a
2 user according to claim 52, said system further comprising:
3

4 means for retrieving said electronic registration for said particular user,
5 in response to receiving said registration indicator at said particular server
6 system.

1 54. (Unchanged) The system for automatically electronically registering a
2 user according to claim 51, said system further comprising:

3 means for automatically filtering a plurality of products and services
4 offered by said particular consumer provider according to said user profile for
5 said particular user; and

6 means for transmitting a specified offering from among said plurality of
7 products and services to said portable computer system for said particular
8 user.

1 55. (Unchanged) The system for automatically electronically registering a
2 user according to claim 51, said means for receiving at each of a plurality of
3 server systems a user profile comprising a plurality of profile elements
4 transmitted in a particular transmittable data format for a particular user from
5 a portable computer system, further comprising:

6 means for receiving said user profile in an extensible mark-up
7 language data format.

1 56. (Unchanged) The system for automatically electronically registering a
2 user according to claim 51, said means for transmitting a registration indicator
3 for said particular user from said particular server system to said portable
4 computer system in said particular transmittable data format, further
5 comprising:

6 means for transmitting a registration cookie from said particular server
7 system to said particular portable computer system.

1 57. (Unchanged) A program for automatically electronically registering a
2 user with a plurality of consumer providers, residing on a computer usable
3 medium having computer readable program code means, said program
4 comprising:

5 means for receiving at each of a plurality of server systems a user
6 profile comprising a plurality of profile elements transmitted in a particular
7 transmittable data format for a particular user from a portable computer
8 system, wherein each of said plurality of server systems is respectively
9 associated with one of a plurality of consumer providers;

10 means for enabling insertion of each of said plurality of profile
11 elements respectively into a specified plurality of electronic registration
12 elements required for electronic registration at a particular server system from
13 among said plurality of server systems; and

14 means for transmitting a registration indicator for said particular user
15 from said particular server system to said portable computer system in said
16 particular transmittable data format, such that said particular user is
17 automatically registered with said plurality of consumer providers by
18 transmitting said single user profile to said plurality of server systems.

1 58. (Unchanged) The program according to claim 57, said program further
2 comprising:

3 means for storing said electronic registration in association with said
4 particular registration indicator at said particular server system.

1 59. (Unchanged) The program according to claim 58, said program further
2 comprising:

3
4 means for retrieving said electronic registration for said particular user,
5 in response to receiving said registration indicator at said particular server
6 system.

1 60. (Unchanged) The program according to claim 58, said program further
2 comprising:

3 means for transmitting a registration cookie from said particular server
4 system to said particular portable computer system.

1 61. (Unchanged) A method for managing staff at a consumer provider,
2 said method comprising the steps of:

3 receiving at a server system associated with a particular consumer
4 provider a plurality of consumer preferences associated with a particular user
5 transmitted from a portable computer system associated with said particular
6 user when said portable computer system is detected within a particular
7 proximity of said particular consumer provider;

8 filtering at said server system said plurality of consumer preferences
9 according to products or services provided by said particular consumer
10 provider; and

11 controlling output of selective instructions for staff of said particular
12 consumer provider, in response to filtering said plurality of consumer
13 preferences according to products or services provided by said particular
14 consumer provider, such that said staff for said particular consumer provider
15 receive selective instructions for serving said particular user according to said
16 plurality of consumer preferences and said products or services provided by
17 said particular consumer provider when said particular user is within a
18 particular proximity of said particular consumer provider.

1 62. (Unchanged) The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said server system said plurality
3 of consumer preferences according to products or services provided by said
4 particular consumer provider further comprising the step of:

5 distinguishing a selection of products for said particular user from
6 among a plurality of products offered by said particular consumer provider
7 that satisfy said consumer preferences for said particular user.

1 63. (Unchanged) The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said server system said plurality
3 of consumer preferences according to products or services provided by said
4 particular consumer provider further comprising the step of:

5 distinguishing a selection of services for said particular user from
6 among a plurality of services offered by said particular consumer provider that
7 satisfy said consumer preferences for said particular user.

1 64. (Unchanged) The method for managing staff at a consumer provider
2 according to claim 61, said step of filtering at said server system said plurality
3 of consumer preferences according to products or services provided by said
4 particular consumer provider further comprising the step of:

5 distinguishing staff treatment of said particular user according to said
6 consumer preferences for said particular user.

7 65. (Unchanged) A staff management system, said system comprising:

8 a server system associated with a particular consumer provider that
9 includes a database of products or services provided by said particular
10 consumer provider;

11 a transceiver associated with said server system for receiving a
12 plurality of consumer preferences associated with a particular user
13 transmitted from a portable computer system associated with said particular
14 user when said portable computer system is detected within a particular
15 proximity of said particular consumer provider;

16 a filtering element executable on said server system that filters said
17 plurality of consumer preferences according to products or services provided
18 by said particular consumer provider; and

19 an output controller for controlling output of selective instructions for
20 staff of said particular consumer provider at a particular output interface, in
21 response to filtering said plurality of consumer preferences according to
22 products or services provided by said particular consumer provider, such that
23 said staff for said particular consumer provider receive selective instructions
24 for serving said particular user according to said plurality of consumer
25 preferences and said products or services provided by said particular
26 consumer provider when said particular user is within a particular proximity of
27 said particular consumer provider.

1 66. (Unchanged) The staff management system according to claim 65,
2 said filtering element further comprising:

3 means for distinguishing a selection of products for said particular user
4 from among a plurality of products offered by said particular consumer
5 provider that satisfy said consumer preferences for said particular user.

1 67. (Unchanged) The staff management system according to claim 65,
2 said filtering element further comprising:

3 means for distinguishing a selection of services for said particular user
4 from among a plurality of services offered by said particular consumer
5 provider that satisfy said consumer preferences for said particular user.

1 68. (Unchanged) The staff management system according to claim 65,
2 said filtering means further comprising:

3 means for distinguishing staff treatment of said particular user
4 according to said consumer preferences for said particular user.

1 69. (Unchanged) A program for managing staff at a consumer provider,
2 residing on a computer usable medium having computer readable program
3 code means, said program comprising:

4 means for receiving at a server system associated with a particular
5 consumer provider a plurality of consumer preferences associated with a
6 particular user transmitted from a portable computer system associated with
7 said particular user when said portable computer system is detected within a
8 particular proximity of said particular consumer provider;

9 means for filtering at said server system said plurality of consumer
10 preferences according to products or services provided by said particular
11 consumer provider; and

12 means for controlling output of selective instructions for staff of said
13 particular consumer provider, in response to filtering said plurality of
14 consumer preferences according to products or services provided by said
15 particular consumer provider, such that said staff for said particular consumer
16 provider receive selective instructions for serving said particular user
17 according to said plurality of consumer preferences and said products or
18 services provided by said particular consumer provider when said particular
19 user is within a particular proximity of said particular consumer provider.

1 70. (Unchanged) A method for managing electronic advertising from a
2 consumer provider, said method comprising the steps of:

3 receiving at a server system associated with a particular consumer
4 provider a plurality of consumer preferences associated with a particular user
5 transmitted from a portable computer system associated with said particular
6 user when said portable computer system is detected within a particular
7 proximity of a plurality of output devices associated with said particular
8 consumer provider;

9 filtering at said server system a plurality of electronic advertisements
10 for products or services provided by said particular consumer provider
11 according to said plurality of consumer preferences; and

12 controlling output of said filtered electronic advertisements from among
13 said plurality of electronic advertisements to a particular output device from
14 among said plurality of output devices wherein said particular user is detected
15 within a particular proximity of said particular output device, such that said
16 electronic advertisements for said particular retailer are adjusted at said
17 plurality of output devices according to consumer preferences of users within
18 a particular proximity of each of said plurality of output devices.

1 71. (Unchanged) An electronic advertising management system, said
2 system comprising:

3 a server system associated with a particular consumer provider that
4 includes a plurality of electronic advertisements for products or services
5 provided by said particular consumer provider;

6 a transceiver associated with said server system for receiving a
7 plurality of consumer preferences associated with a particular user
8 transmitted from a portable computer system associated with said particular
9 user when said portable computer system is detected within a particular
10 proximity of said particular consumer provider;

11 a filtering element executable on said server system that filters said
12 plurality of electronic advertisements according to said plurality of consumer
13 preferences; and

14 an output controller for controlling output of said filtered electronic
15 advertisements from among said plurality of electronic advertisements to a
16 particular output device from among said plurality of output devices wherein
17 said particular user is detected within a particular proximity of said particular
18 output device, such that said electronic advertisements for said particular
19 retailer are adjusted at said plurality of output devices according to consumer
20 preferences of users within a particular proximity of each of said plurality of
21 output devices.

1 72. (Unchanged) A program for managing electronic advertising from a
2 consumer provider, residing on a computer usable medium having computer
3 readable program code means, said program comprising:

4 means for receiving at a server system associated with a particular
5 consumer provider a plurality of consumer preferences associated with a
6 particular user transmitted from a portable computer system associated with
7 said particular user when said portable computer system is detected within a
8 particular proximity of a plurality of output devices associated with said
9 particular consumer provider;

10 means for filtering at said server system a plurality of electronic
11 advertisements for products or services provided by said particular consumer
12 provider according to said plurality of consumer preferences; and

13 means for controlling output of said filtered electronic advertisements
14 from among said plurality of electronic advertisements to a particular output
15 device from among said plurality of output devices wherein said particular
16 user is detected within a particular proximity of said particular output device,
17 such that said electronic advertisements for said particular retailer are
18 adjusted at said plurality of output devices according to consumer
19 preferences of users within a particular proximity of each of said plurality of
20 output devices.